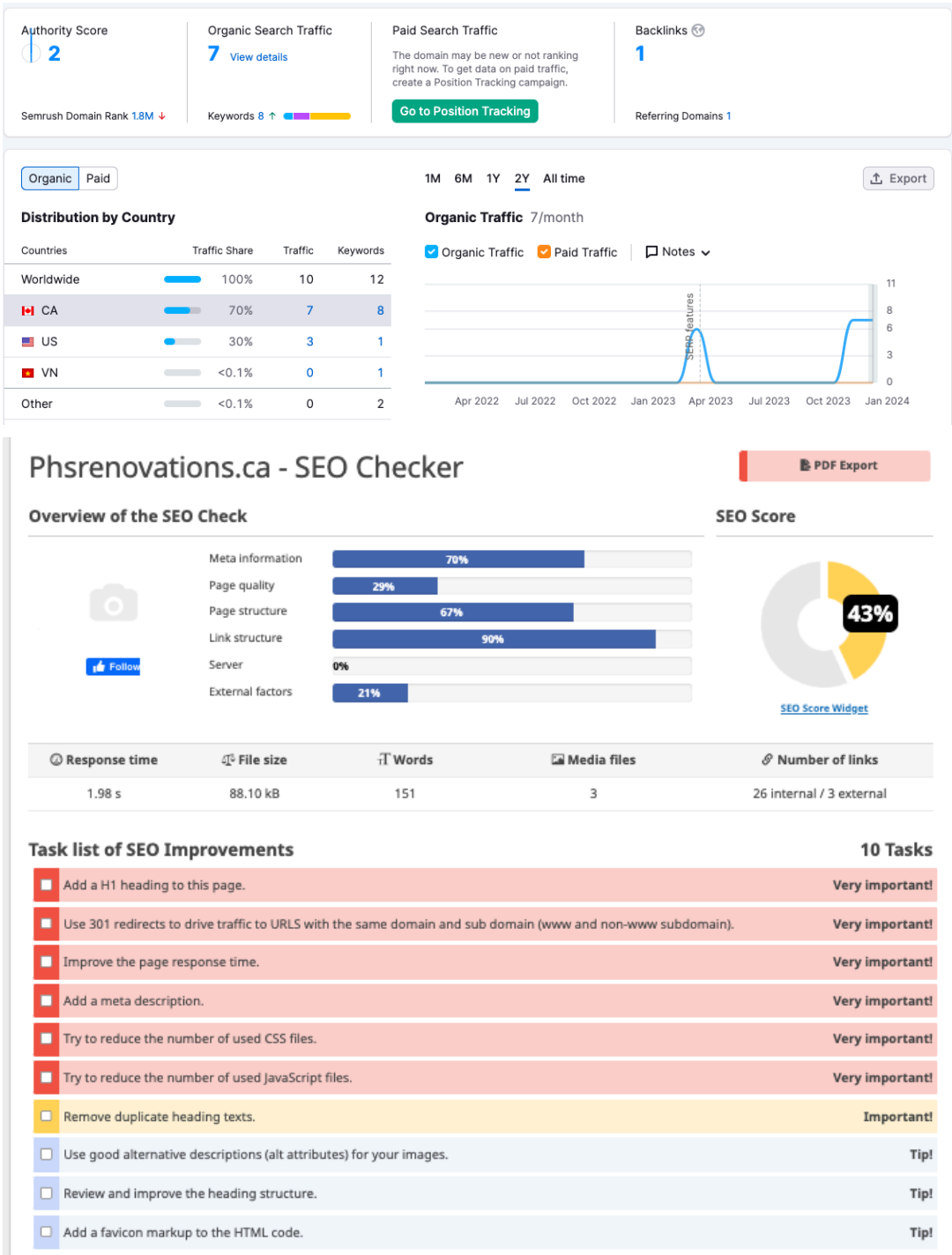


phsrenovations.ca

SEO OVERALL AUDIT FINDINGS



Phsrenovations.ca - SEO Checker

PDF Export

Overview of the SEO Check



Follow

Meta information

70%

Page quality

29%

Page structure

67%

Link structure

90%

Server

0%

External factors

21%

SEO Score

43%

SEO Score Widget

Response time	File size	Words	Media files	Number of links
1.98 s	88.10 kB	151	3	26 internal / 3 external

Task list of SEO Improvements

10 Tasks

☐

Add a H1 heading to this page.

Very important!

☐

Use 301 redirects to drive traffic to URLs with the same domain and sub domain (www and non-www subdomain).

Very important!

☐

Improve the page response time.

Very important!

☐

Add a meta description.

Very important!

☐

Try to reduce the number of used CSS files.

Very important!

☐

Try to reduce the number of used JavaScript files.

Very important!

☐

Remove duplicate heading texts.

Important!

☐

Use good alternative descriptions (alt attributes) for your images.

Tip!

☐

Review and improve the heading structure.

Tip!

☐

Add a favicon markup to the HTML code.

Tip!

Reasons:

1. Website need to be fully optimized here's the findings, authority score (2) (Healthy score is equal or greater ≥ 20 above), Domain authority (3) (healthy score is ≥ 25), Page Authority (5)
 - a. On-page seo
 - b. Off-page seo
 - c. Technical seo

SEO ON-PAGE OPTIMIZATION

META TITLES


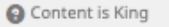

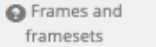

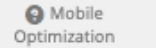

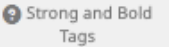



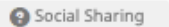
Meta tags	
robots	max-image-preview:large
generator	Elementor 3.18.3; features: e_dom_optimization, e_optimized_assets_loading, e_optimized_css_loading, e_font_icon_svg, additional_custom_breakpoints, block_editor_assets_optimize, e_image_loading_optimization; settings: css_print_method-external, google_font-enabled, font_display-swap
viewport	width=device-width, initial-scale=1.0, viewport-fit=cover
lang	en-us
charset	UTF-8

NO Meta title - which result to no identity of the website

KEYWORDS RESULTS:

Service - KEYWORD RESEARCH -identify service website

CONTENT QUALITY

Page quality		29% achieved
Content 	<div> <p>✗ There are only 151 words on this page. Use at least 250 words to provide useful information.</p> <p>— No paragraphs were detected.</p> <p>— These Typos were found:</p> <ul style="list-style-type: none"> • prarie => prairie <p>✓ 32.5% of the text are stop words.</p> <p>✓ Keywords used in the page title are also used in the page content. That's good!</p> <p>✓ The page contains a listing, which indicates a good text layout.</p> <p>✓ No placeholders texts or images were found.</p> </div>	
Frames 	<p>✓ This page does not use a frameset.</p>	
Mobile optimization 	<p>— No Apple touch icon is specified.</p> <p>— This page loads 48 JavaScript files. This may affect the load time negatively.</p> <p>✓ A viewport "width=device-width, initial-scale=1.0, viewport-fit=cover" is provided.</p>	
Bold and strong tags 	<p>✓ The usage of strong and bold tags is perfect. We recommend the use of up to 6 tags for this page.</p>	
Image SEO 	<p>— 2 images have no alt attribute. The content of alt attributes is used by search engines.</p>	
Social Networks 	<p>— There are only a few social sharing widgets on the page. Make your website popular in social networks with social sharing widgets.</p>	

High-quality Blogs

Interlinks within blogs (additional audience)

Front-page content - services

About page - Trustworthiness

Privacy policy - Trustworthiness google

IMAGE NEEDS OPTIMIZATION

1. Missing alt-text result zero visibility google
2. Image names - Not fully optimized
3. Size - optimized (lighter image, mas faster google search page)

[PHS-logo-dark-font-e1698942266858.png](#)

ALT: /

Title: /

[Mark-and-Chase-PHS-owner-photo-1024x757.jpg](#)

ALT: Mark and Chase PHS owner photo

Title: /

[409351454_913198700230369_2807042328836852873_n.jpg](#)

ALT: instagram

Title: /

[402541035_856307439376223_5438029564046181121_n.jpg](#)

ALT: instagram

Title: /

[417739496_7414668071890289_971100760061808723_n.jpg](#)

ALT: instagram

Title: /

[416157351_340865772225021_1139397278441899765_n.jpg](#)

ALT: instagram

Title: /

[413950580_409059438209253_486915640776309371_n.jpg](#)

ALT: instagram

Title: /

[411916544_380894097715391_3580140132623354382_n.jpg](#)

ALT: instagram

Title: /

[411851633_859152452355758_5682769868014811940_n.jpg](#)

ALT: instagram

Title: /

[410969328_1021359132278616_6979138823049812758_n.jpg](#)

ALT: instagram

Title: /

[409351454_913198700230369_2807042328836852873_n.jpg](#)

[ALT: instagram](#)

[Title: /](#)

[402541035_856307439376223_5438029564046181121_n.jpg](#)

[ALT: instagram](#)

[Title: /](#)

[417739496_7414668071890289_971100760061808723_n.jpg](#)

[ALT: instagram](#)

[Title: /](#)

[416157351_340865772225021_1139397278441899765_n.jpg](#)

[ALT: instagram](#)

[Title: /](#)

[413950580_409059438209253_486915640776309371_n.jpg](#)

[ALT: instagram](#)

[Title: /](#)

[411916544_380894097715391_3580140132623354382_n.jpg](#)

[ALT: instagram](#)

[Title: /](#)

[white-font-prairie-home-specialists-logo-1.png](#)

[ALT: /](#)

[Title: /](#)

SEO OFF-PAGE OPTIMIZATION

BACKLINKS - (GMB, LOCAL SEO, BUSINESS LISTINGS)

1. BACKLINKS - Zero Referring Backlinks to the websites | trustworthiness of the website being relevant
2. Google my Business (Business Listing) - result increase referring website, result high trustworthiness.
3. Local SEO - same niche na e-mention (focused keyword) si website/ must be listed through different yellow-pages in the Canada through high quality content to be post different forum website.

External factors		21% achieved
Backlinks ■■■	✗ We didn't find any backlinks to this page.	🔗 Backlinks
Facebook popularity ■□□	✓ The page has 232 shares and comments on Facebook.	
Listed on Webwiki □□□	— This website is not listed in Webwiki. Submit your website here.	
Links from Wikipedia		
No links from Wikipedia were found.		
Robots.txt		Search preview
User-agent: * Disallow: /wp-admin/ Allow: /wp-admin/admin-ajax.php Sitemap: https://phsrenovations.ca/wp-si		phsrenovations.ca PHS Renovations
		Best keyword keywords

SUGGESTED KEYWORDS TO MARKET

Keyword	Result	Recheck

renovations	59%	Check
PHS Renovations	57%	Check
phsrenovations	48%	Check
Renovation Service	47%	Check
Renovation Services	47%	Check
Prarie	43%	Check
Prarie Home Specialist in Canada	43%	Check
Prairie	40%	Check
Home Specialists in Ca	40%	Check
Project in Ca	38%	Check

TECHNICAL SEO OPTIMIZATION

SERVER CONFIGURATION

Optimized HTTP vs HTTPS - result confusion google search analytics

Www vs without www - confused google search

Website - HTML and JS not optimized

Images - optimized (resized)

Themes - optimized

Pages - URLs optimized

Additional:

Google search page - Not all pages are indexed so need to be optimized as well

Server configuration		0% achieved
HTTP redirects ■■■	<p>This page redirects to "https://phsrenovations.ca/"</p> <p>✗ This website uses URLs with www and non-www subdomain. This may cause duplicate content and bad links to your website. Redirect Checker</p>	WWW Redirect
HTTP header ■■■	<p>✓ No X-Powered HTTP header is sent.</p> <p>✓ This page uses GZip for compressed data transmission.</p>	HTTP headers
Performance ■■■	<p>✗ The page response time is very slow (1.98 seconds). The response time should be less than 0.4 seconds. Slow websites are bad for search engine bots and also result in bad user experience.</p> <p>— This page loads 42 CSS files. This may affect the page load time negatively.</p> <p>— This page loads 48 JavaScript files. This may affect the load time negatively.</p> <p>✓ The file size of the HTML document is fine (88 kB).</p>	Page Speed

HTTP Response Header	
Name	Value
link	<https://phsrenovations.ca/wp-json/>; rel="https://api.w.org/", <https://phsrenovations.ca/wp-json/wp/v2/pages/871>; rel="alternate"; type="application/json", <https://phsrenovations.ca/>; rel=shortlink
cache-control	max-age=7200
expires	Sun, 21 Jan 2024 01:19:36 GMT
vary	Accept-Encoding
content-encoding	gzip

SOLUTIONS

STEP 1 👍

KEYWORD RESEARCH

TOP PRIORITY IS TO DO KEYWORD RESEARCH AND TARGET THAT KEYWORD THROUGHOUT THE LANDING PAGE: phsrenovations.com Here's CheckList can be use for monitoring.

KEYWORD: renovation contractors

Competitors:

[Creativecontractors.ca](https://creativecontractors.ca) - Main Competitor based in Winnipeg, CA

totalfitouts.com.au

makeithome.ca

Title: Expert Contractors for Home and Kitchen Renovations in Winnipeg

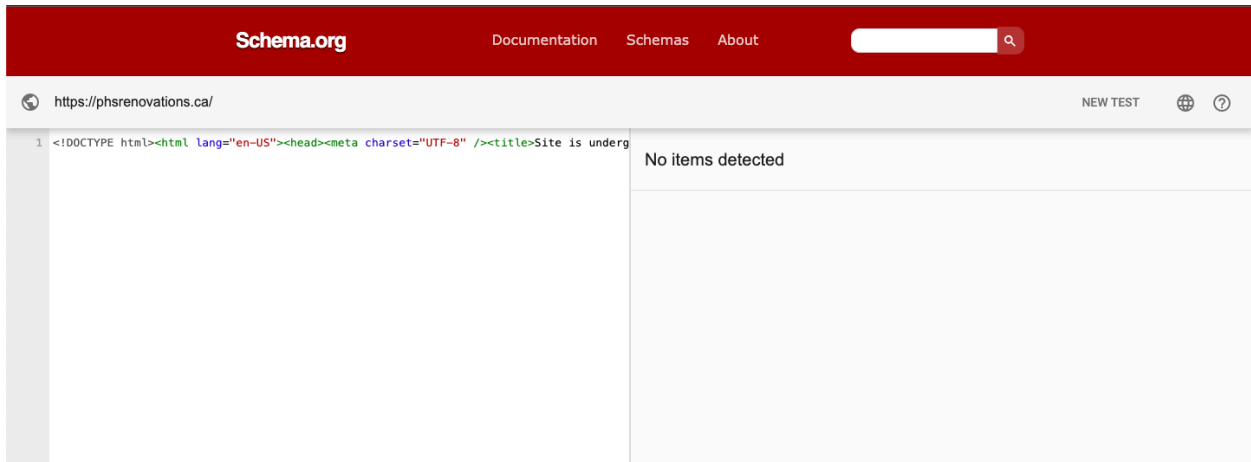
Descriptions: Experienced renovation contractors services in Winnipeg. Our skilled team specializes in home and kitchen renovations. Contact us today!

STEP 2 🌟

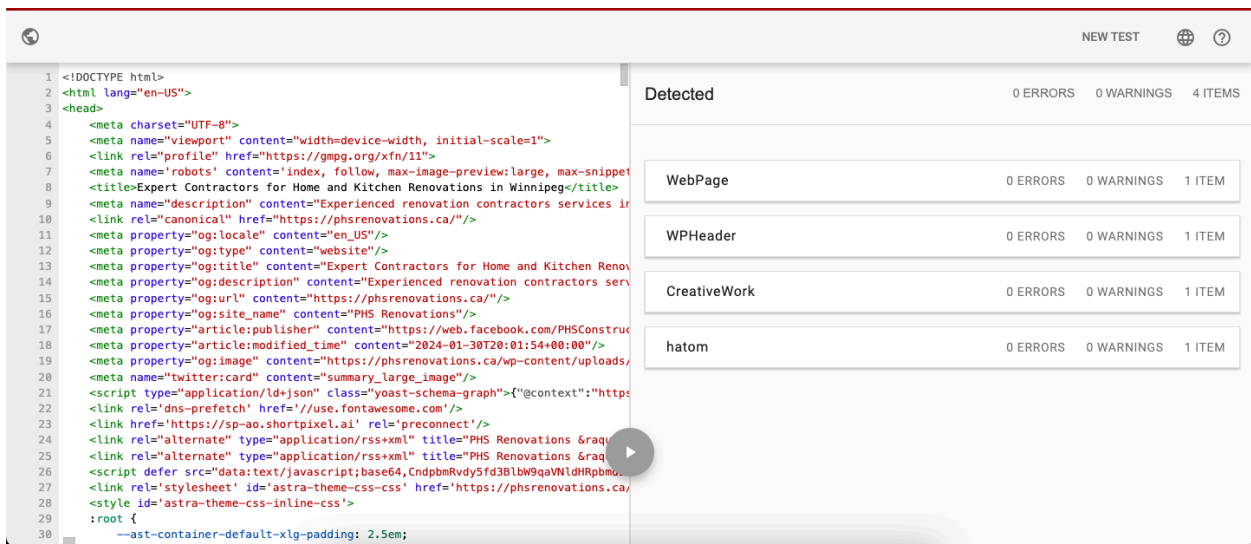
Changing Lightweight THEMES, and removing unnecessary plugins to optimize the website

1. Cleaning up Plugins removing all inactive plugins and install plugins
 - a. 301 redirection
 - b. Yoast seo
 - i. Schema Added Here

BEFORE



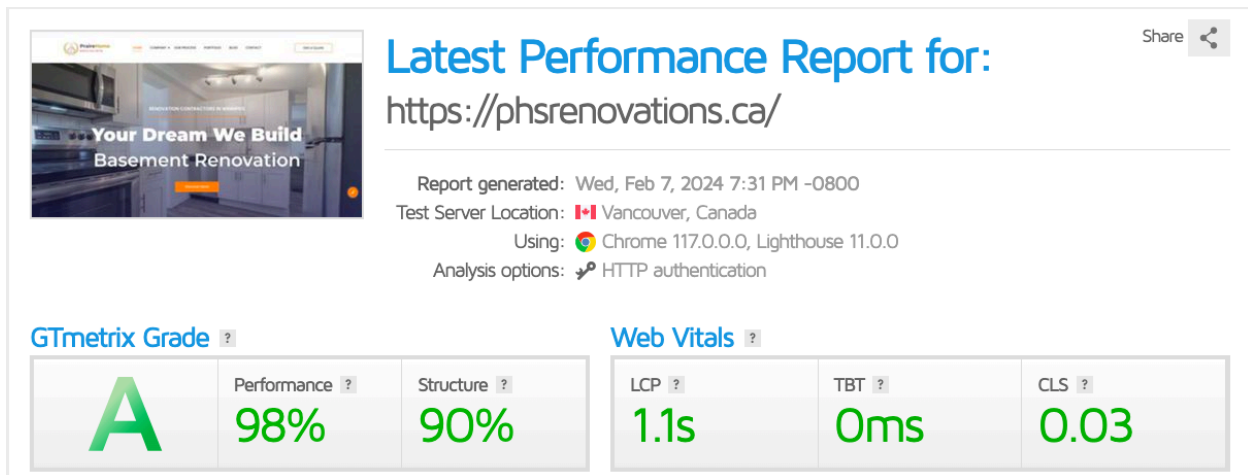
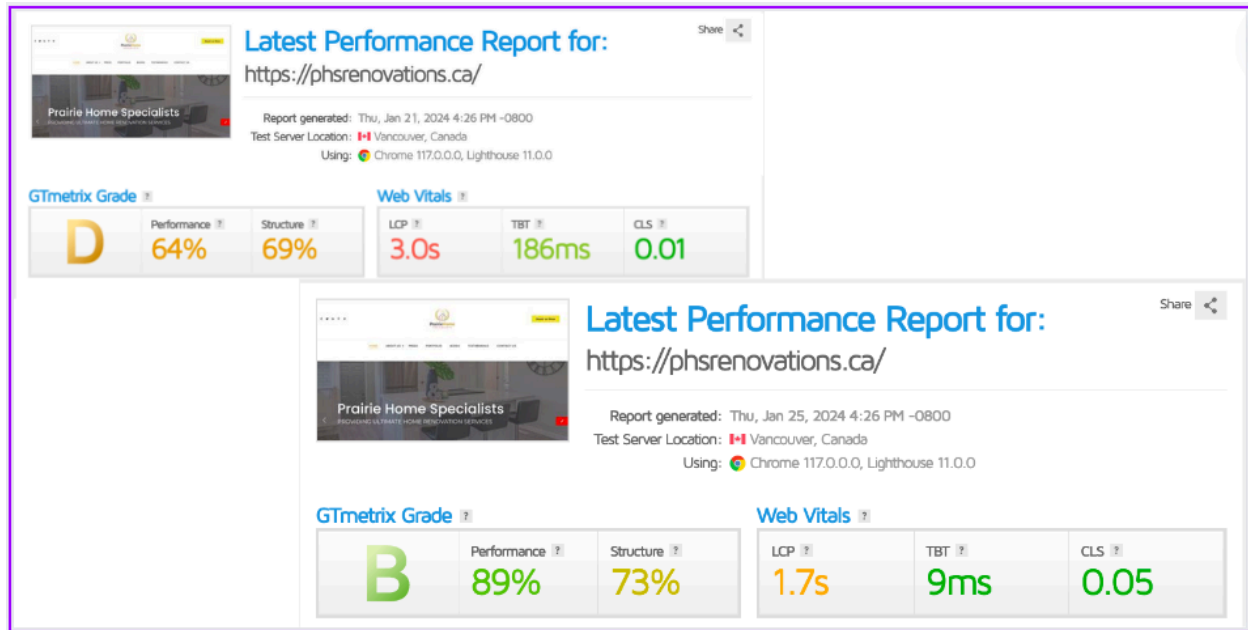
AFTER - 0 Errors



c. Really simple ssl

IMPROVEMENT RESULT IN DAY 1

BEFORE AND AFTER Gmetrix FINDINGS From January 21 to February 7



ORGANIC SEARCHES RESULT

